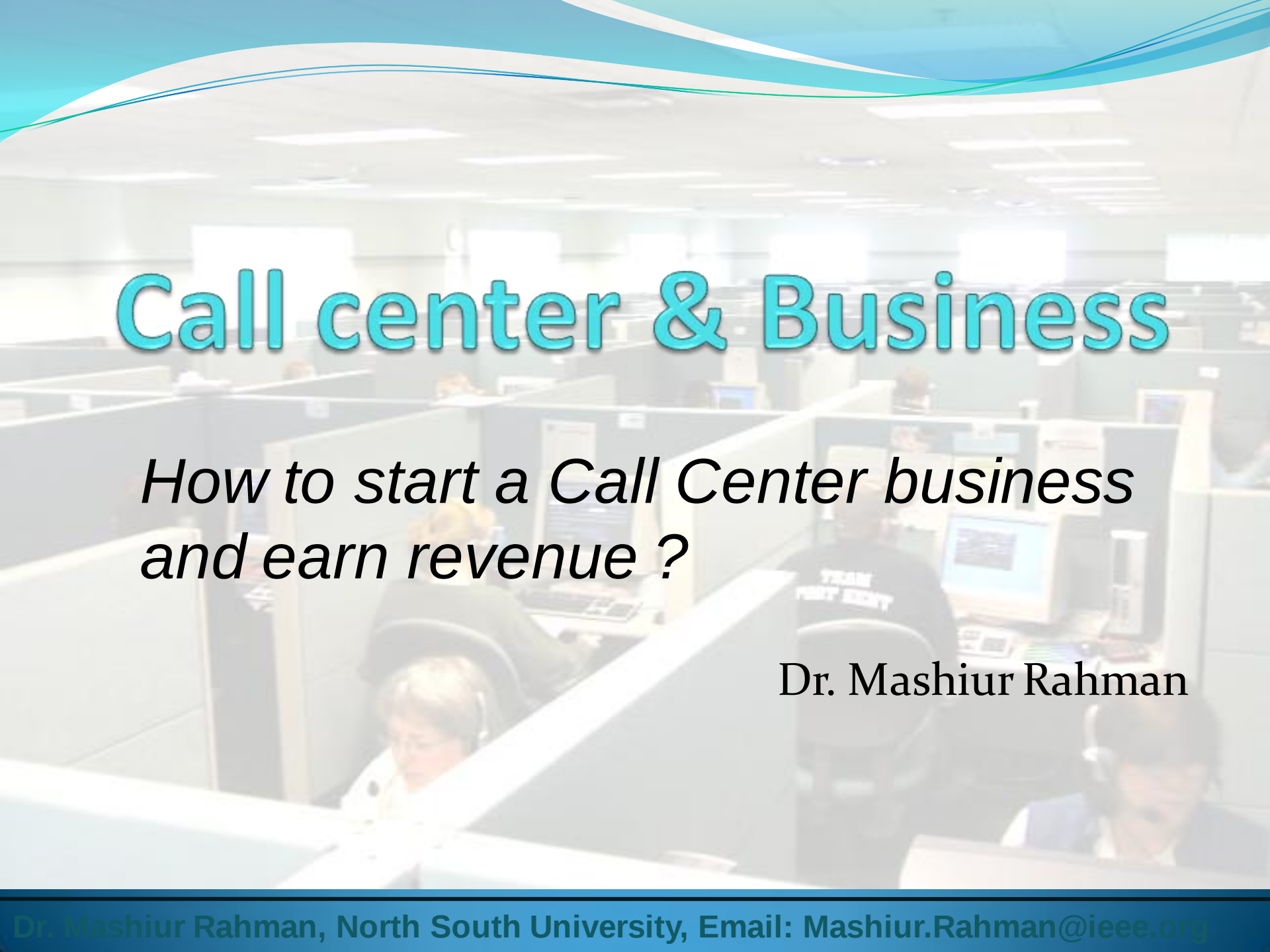




Call center & Business

*How to start a Call Center business
and earn revenue ?*

Dr. Mashiur Rahman

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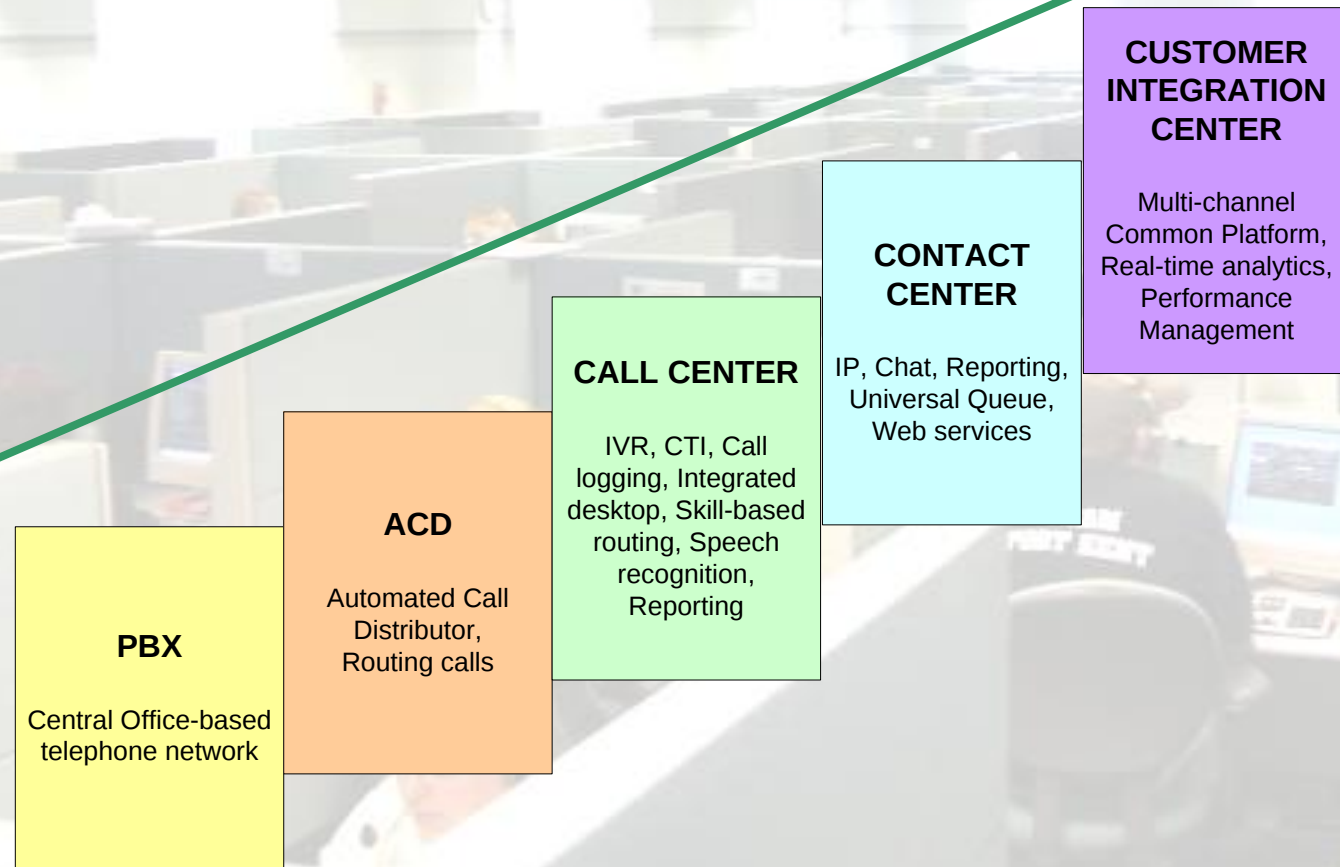
- BSc, MSc, PhD in EEE from Japan.
- Working experience in USA & Japan
 - IP telephony (VoIP) & software solutions.
- Return to Bangladesh in January 2008.
 - Assistant Professor, North South University

Bangladesh is looking for new business opportunities

- Telecenter
- Telemedicine
- GPRS & Edge
- WiMax
- IP telephony / VoIP
- **Callcenter**



The new breed of contact centers offers multiple methods of contact or communication



Callcenter?

- A call center is a centralized office used for the purpose of receiving and transmitting a large volume of requests by telephone.
- We can provide services remotely and earn a lot of money!
 - The global market of call centre industry was **US\$ 382.5** billion in 2004 and is expected to reach US\$ 641.2 billion by 2009.
 - Total BPO (Business Processing Outsourcing) market is worth \$122 - \$154 billion. India has revenues of 10.9 billion USD from offshore BPO and 30 billion USD from IT and total BPO (Genpact, WNS Global Services, Transworks Information Services, IBM-daksh, and TCS BPO).

Why outsourcing the callcenters?

- high-stress nature of the call center job.
- In developing countries, a call center job is actually considered to be a lucrative job, especially in terms of financial rewards.
 - Philippine
 - \$100/month for media people
 - Callcenter job \$250 - \$350/ month.
- lowest minimum wage in the U.S., in Kansas, is at \$2.65 per hour. A call center agent works for around 8-10 hours a day, 20 days a month. That would translate to \$424 a month.
(other state \$5.15 to \$7.93)

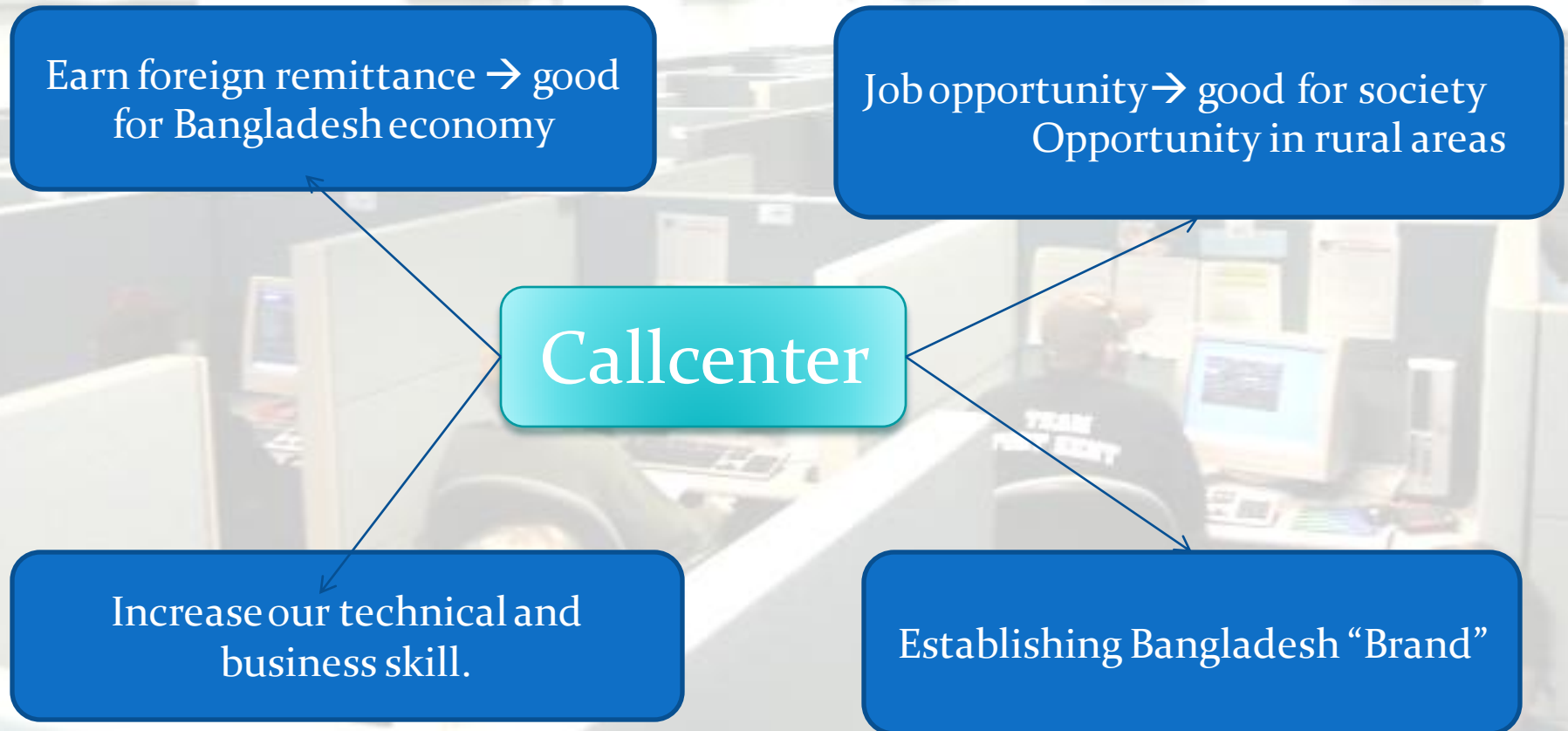
Why Bangladesh?

- Over the last ten years many companies have decided to outsource their contact center operations to India in order to make cost savings through:
 - Lower operational expenses.
 - Low cost labor
 - Geographical reason

But labor cost of India is getting higher day by day and Bangladesh has all the potential to do that business which is now knocking our door.

- English accent (?)

Potentiality of call center in Bangladesh





Inbound

- Tele Research
- Tele Marketing
- Subscription Renewal
- Data Capture
- Data Verification

Outbound

- Complaint Recording
- Booking Orders
- Customer Service Help line
- Query handling
- Sales Support Help line
- Real time Credit and Billing Problems

Business

investment, client,
business, profit



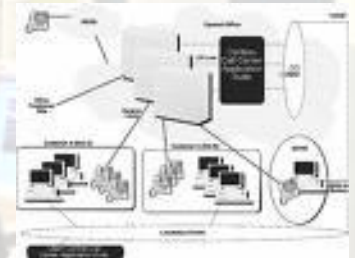
People

Agents, Managers,
team-leader, trainer

Call Center

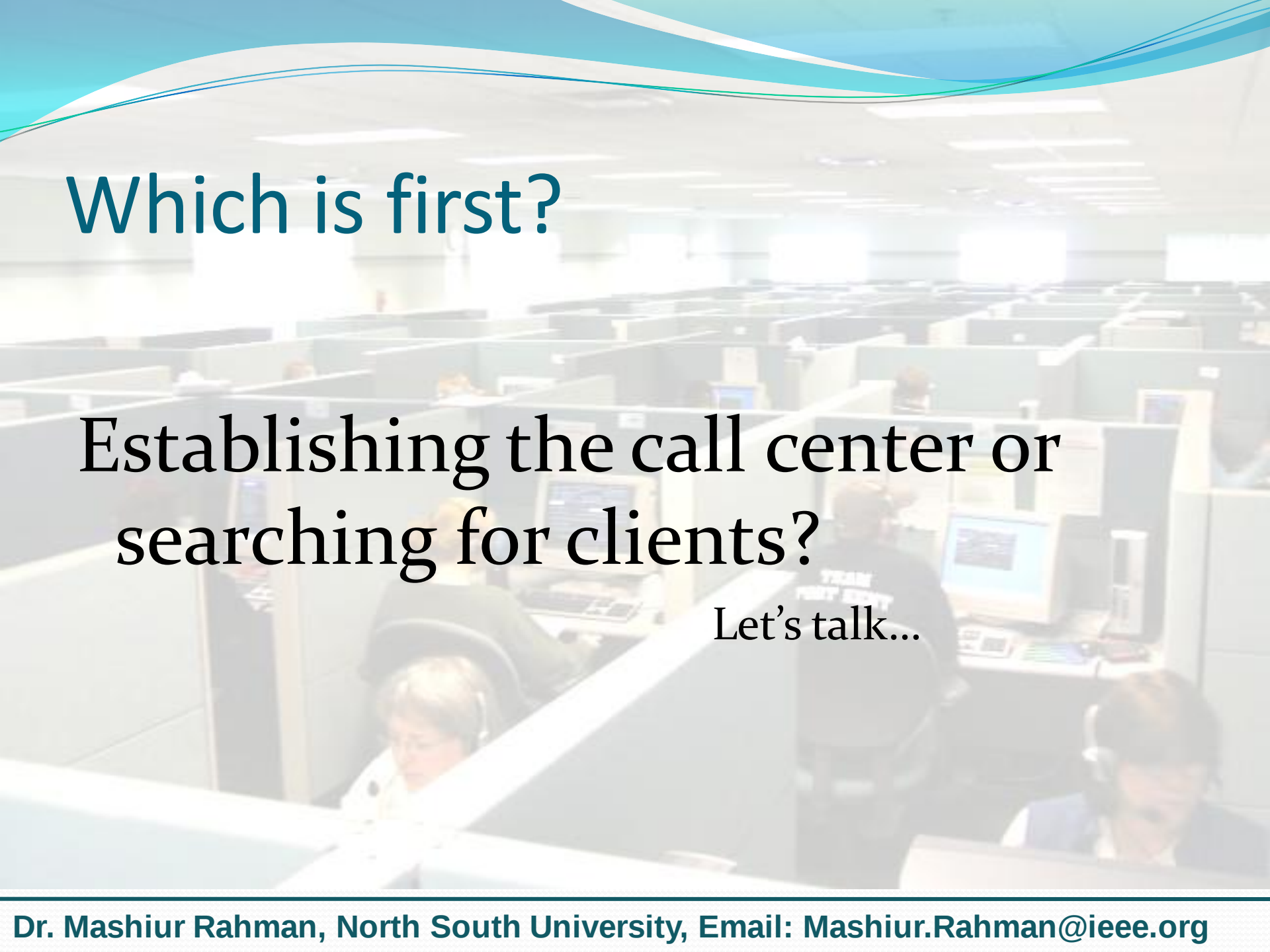
Technology

High speed internet connectivity, computers, hardware, phone,
headphone, Software solutions



Steps for a call center

- Trade license (legally running the business)
- License from BTRC
- Trained human resource with good English, Communication Skill and expert skill
- Infrastructure:
 - Servers (CRM, ACD, Database)
 - PC with headphone, telephone set
- Other Human Resource (Management, etc)
- Access telephone no (local / international)

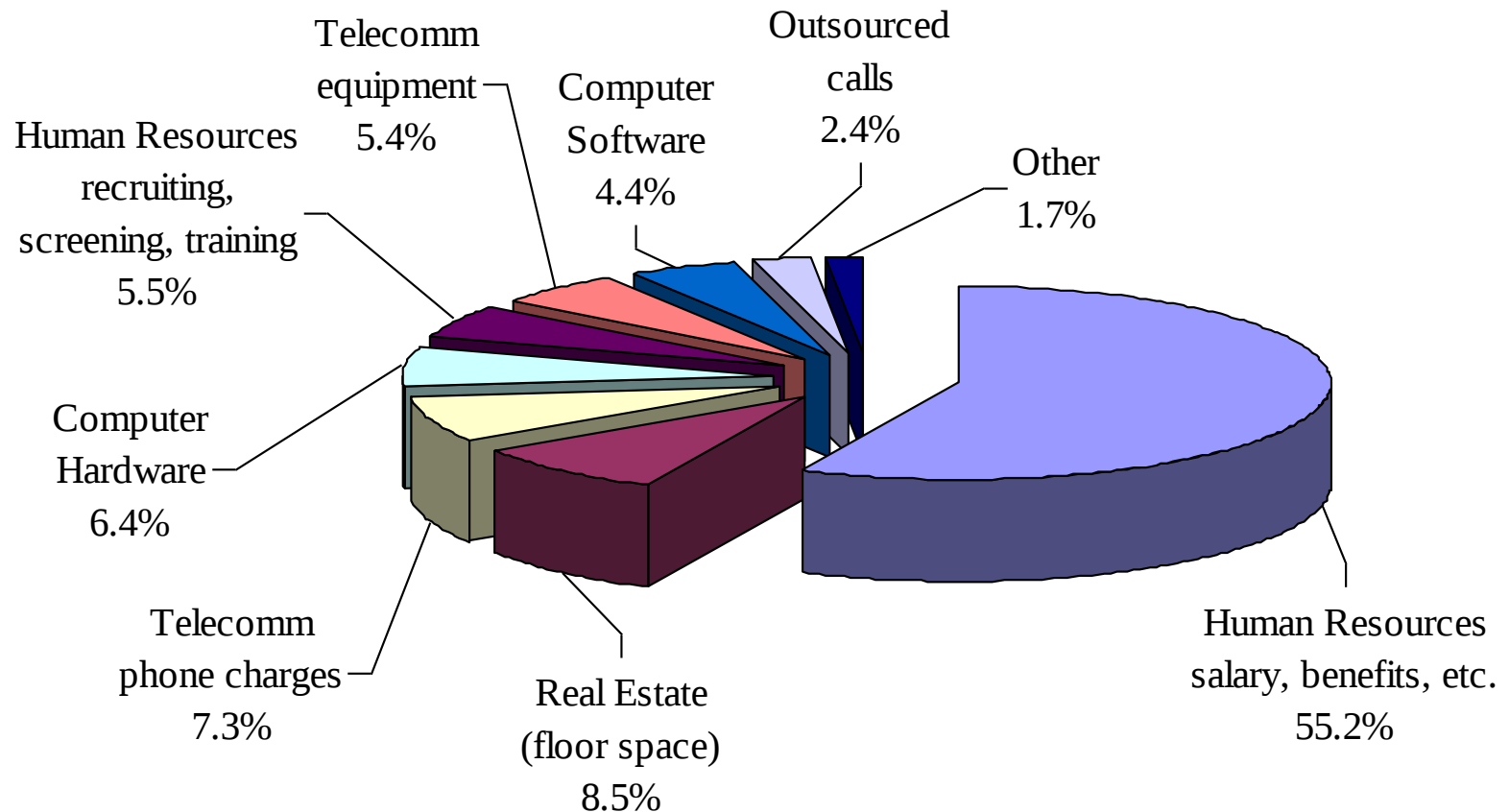
A large call center with many cubicles and employees working at computers. The image is slightly faded to serve as a background for the text.

Which is first?

Establishing the call center or searching for clients?

Let's talk...

Call Center Budget Allocation 2004



Call center setup

- Define the purpose of your call center.
- **Research, Research and Research**
- Define and draft your business plan.
- Design an efficient hiring plan and process.
- Draft your training process.
- Assess the cost of the call center business launch.
- Go through the process of hiring people.
- Training.
- Launch the operations.
- Ensure the health of your company.

Call Center organizational hierarchy

- Customer care representative / Agents
- Training Team
- Internal Helpdesk / Technical team
- Administration and Human Resources Management team
- Health care department
- Janitorial Maintenance and cleaning department

Steps for callcenter business

- Primary: Identifying Call Center business objective.
- **Define service level:** how many agents and how many trunks are required? “X % of calls answered in Y seconds
- **Fulfillment Strategy:** “X percentages of callers are satisfied at the first point of contact”.
- Investment:
 - Setup
 - Ongoing

Design, plan, procedure, process

- Selecting the location.
- Equipment selection
- Call Center layout & building design
 - Communication Room
 - Internal Cabling: Structured Cabling, Raised Floor Cabling
 - Agent Desk Cable Management.
- Staff working environment and requirements

Financial Management

- **Initial Investment**

- Cost of staff salaries
- Cost of the rental or purchase of a building or office space.
- Cost of equipment and software.
- Cost of airfare and other transportation costs.
- Cost of hiring experts for services that need specialized skills, like the development of a good motivational or stress-relief program.
- Logistics costs.

- **Salaries and maintenances**

Call center policies

- Training and job contact
- Shifting, attendance and Punctuality bond.
- non-disclosure agreement
- Privacy policy



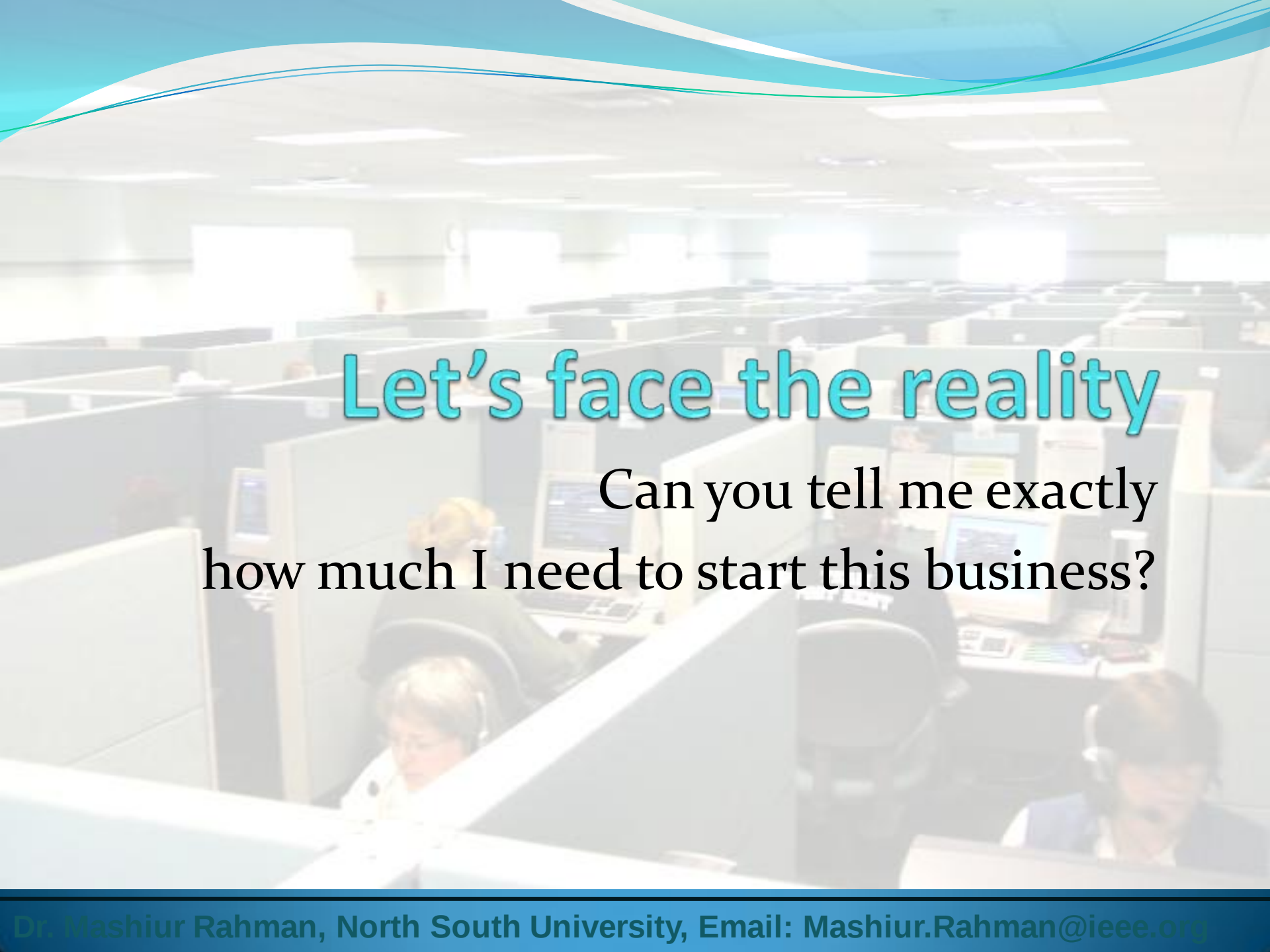
Marketing

- Marketing materials:
 - Website: it should be professional.
 - Introductory video
 - Real picture of your team
- Using your foreign network.
- International Recognition.
- Visit the websites of potential companies (customer driven).
- Using NRB (Non Residential Bangladeshi) network
- Advertisement: TV, magazine
- Participate in trade shows
- Blog



Challenges

- Marketing strategy is different then conventional businesses.
- Quality of service
- Agent: skilled agents. How to evaluate them.
- Connectivity: Dedicate connection with clients.



Let's face the reality

Can you tell me exactly
how much I need to start this business?

Setup cost

Hardware expanses: 15,00,000

S/L No.	Item & Specification	Qty	Rate (Tk)	Price(Tk)
01	IBM Server	02	300,000.00	600,000.00
02	Desktop PC	10	50,000.00	500,000.00
03	Router with VPN Support	01	200,000.00	200,000.00
04	Switch 24 port	01	50,000.00	50,000.00
05	LAN Setup (Nodes)	10	50,000.00	50,000.00
06	Power Backup		100,000.00	100,000.00
Total (TK)				15,00,000.00

- Software = 30,00,000 (using open source solution)
(other solutions 50,00,000 ~ 2,00,00,000)
- Furniture = 2,00,000
- Space allocation advance = 1,00,000
- BTRC Licence =5,000
- Training \$1500/agent = 10,50,000

Total: 58,55,000

Running cost (for one year)

- 10 Agents x 3 shift = $30 \times 20,000/\text{month} \times 12 \text{ month} = 72,00,000$
- 1 Manager = $25,000/\text{month} \times 12 \text{ month} = 3,00,000$
- 1 marketing = $30,000/\text{month} \times 12 \text{ month} = 3,60,000$
- 1 finance = $25,000/\text{month} \times 12 \text{ month} = 3,00,000$
- 3 System Engineers = $3 \times 30,000/\text{month} \times 12 \text{ month} = 10,80,000$
- Space = $20,000 / \text{month} \times 12 \text{ month} = 2,40,000$
- Internet connection = $80,000 / \text{month} (\sim 2 \text{ MB}) \times 12 = 9,60,000$
- Support personnel = $3 \times 10,000 \times 12 = 3,60,000$
- Total = $1,08,00,000$ (9,00,000 / month)

- Total expenses = establishment + 1 year running =
 $58,55,000 + 1,08,00,000 = 1,66,55,000$



Thank you

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